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photo shop

From freelance photographer and art gallery owner to High Point Market exhibitor, photographer Wendy Concannon chronicles her brand's growth. Next up? Connecting with interior designers.

"I have been exposed to photography pretty much all my life," explains Wendy Concannon, a freelance photographer and art gallery owner. She learned the art from her grandfather and credits her background in both black-and-white and color film as essential to her development as an artist. Her freelance work has appeared in *The Washington Post*, *Sports Illustrated* and *Town & Country*, to name a few. Over the last decade, she's expanded her technique in the digital darkroom. In 2012, she opened a gallery in Chestnut Hill, PA.

"I was already an established freelance photographer, so it seemed like a natural progression for me. Yet, in reality, it still felt like a really risky step — financially and emotionally. I took a one-month lease on a very unfinished gallery space. We painted out the dingie using a bright warm white, installed track lighting and I nervously hung my work for all to see. I almost sold out during the first month. Four years later, the original gallery lease is still intact and my business is steadily growing."

Signing on to High Point Market [last fall] felt like another risky step. But it had become very apparent that, while some clients enjoy and have the time to discover and purchase art on their own, many do not. Many rely on an interior designer to lead them through the process. In the end, they want the designer's seal of approval before they make the purchase.

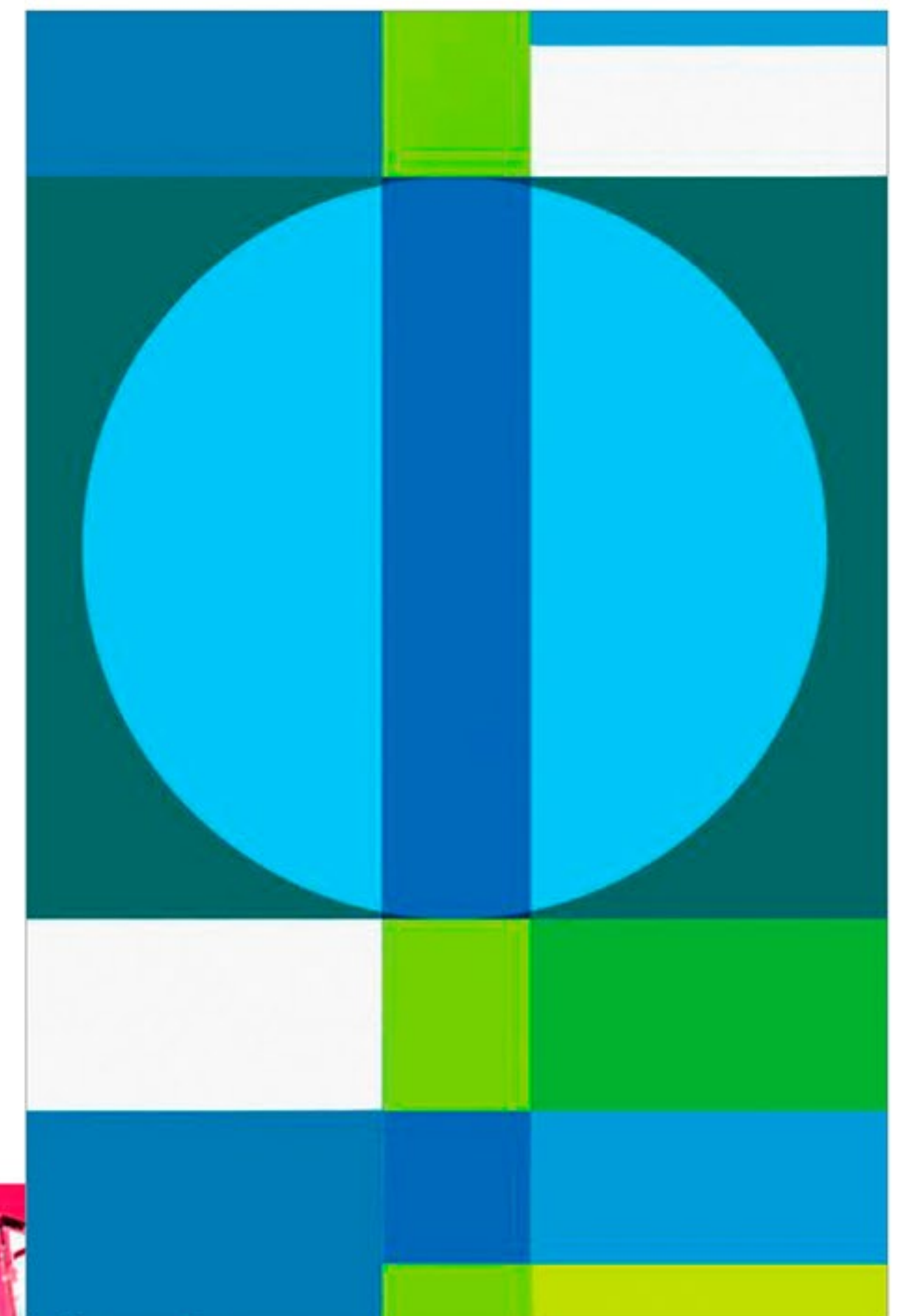
Meanwhile, my freelance business continues to thrive and keeps my day-to-day life varied: portrait and lifestyle photography, architecture, interiors and commercial work. My artwork ranges from the very traditional to the very non-traditional. By traditional, I mean the photograph is pretty much what was created in the camera. My Water Series is a good example.

In contrast, and much more graphic in design, my non-traditional art photography has vibrant hues and harmonious color palettes. As an example, 'Flower with Stem' features a piece of Queen Anne's lace I found growing wild and in great abundance along a roadside in New England. I snipped a bunch of stems and brought them back to photograph in my makeshift vacation studio. My husband and kids went back to the beach, and I went to work. I photographed the single stems grouped together and individually in a hundred different ways until I knew I had what I was looking for — a vertical shot of one single stem with a very sexy curve and a fabulous lace canopy. I had it!"



"Flower with Stem|Red" was unveiled at the fall 2015 High Point Market. "It stands strong alone," Wendy Concannon explains. Yet the 43-inch-high print is equally stunning paired with other florals from her catalog. www.wendyconcannon.com

"No. 2" print is from Concannon's limited-edition Chair Series.



"Main Line," a photograph from the limited-edition Line Series, is printed on 100 percent cotton fine art paper.